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PHILIP MORRIS
NEW YORK RICHMOND

9999 9999 9999 9999
Sample A. Samples
123 Any Street
Anytown, US 00000

Dear Sample,

Here at Philip Morris, we want you to be 100% satisfied with our cigarettes, our service... everything we do. That's why we're so pleased with your participation in our recent offers. Yet, we'd like to learn more about your smoking preferences so we can fill your needs even better down the line. So just complete this quick and simple survey and you may continue to be eligible to receive terrific free offers and money-saving coupons by mail.

I'd also like to personally assure you that we will not sell or rent your name to non-Philip Morris companies. And, we'll even take your name off our mailing list if you like – simply mark that option on the survey. Because, above all, your satisfaction is our number one priority.

Thanks for your time and effort. I look forward to hearing from you in the very near future.

Sincerely,

J Vander Putten

James Vander Putten
Director of Direct Marketing
Philip Morris USA

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P.S. If it's easier for you, just call 1-800-990-5222 to respond to this survey or to have your name removed from our mailing list.

MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT LIGHTS
CAMBRIDGE BASIC ALPINE

2061034423

Source: https://www.industrydocuments.ucsf.edu/docs/mxpp0003